

Press Release

Mitsubishi Electric Kick-Off Sports Marketing Offensive As Title Sponsor of AFF Mitsubishi Electric Cup 2022

Mitsubishi Electric, the world's leading manufacturer of electronics, electrical appliances, and factory automation systems, kicks off their major sports marketing offensive to bolster the brand as the title sponsor of the ASEAN Football Federation (AFF) Championship. With this partnership, the event to be held later this year is now renamed as the "AFF Mitsubishi Electric Cup 2022" with a new campaign tagline "Together, We Can Build Better", to inspire people to strive for the better.



Mr. Kunihiko Seki, Corporate Executive and Chief Representative Asia Pacific Region, Mitsubishi Electric Corporation

Mr. Kunihiko Seki, Corporate Executive and Chief Representative Asia Pacific Region of Mitsubishi Electric Corporation, stated, *"Mitsubishi Electric's goal today is to offer solutions to social challenges through our business by contributing to building a better and more sustainable society through the technologies and products we distribute throughout Southeast Asia and around the world. As the new title sponsor of the 14th AFF Championship, to be held from 20 December 2022 – 16 January 2023, we are delighted to launch our marketing campaign this year around the tagline of "Together, We Can Build Better". This tagline extends*

Mitsubishi Electric's aspirations to engage with the players, the fans, and all parties involved to build upon a common sporting spirit by supporting the region's top-level football and growing it to an even higher level. This is also exciting for us at Mitsubishi Electric, to lead the way forward with this partnership and particularly in the sport of football, a beloved game which transcends all ages, nationalities and language within the region. By enabling mass engagement through football, we can communicate our brand values and our wide range of high-quality products from household appliances to factory automation to all our audiences.

Mitsubishi Electric has comprehensively developed marketing strategies to optimize brand exposure among multiple target groups through the AFF Mitsubishi Electric Cup 2022 and these include maximizing brand visibility, brand engagement, and especially brand talk to reach consumers at all levels. We hope that these efforts will contribute to top-of-mind recall for Mitsubishi Electric when consumers select one of the many products, solutions, or technologies which we offer in the Southeast Asian region."

Through this title sponsorships, Mitsubishi Electric is bolstering its brand leadership with the following sport marketing strategies:

- Boost brand awareness and visibility throughout the ASEAN region through the event's multiple marketing platforms. Corporate identity and products will be highly visible in tournament venues both within and outside the stadiums and on various media platforms including television broadcasts and event social media channels.
- Boost fan engagement by sponsoring the tournament's Most Valuable Player (MVP) award. This award is presented at the end of the competition to the player voted by competition officials to be the most valuable and influential in their team throughout the entire tournament.
- Boost brand engagement through CSR activities like the youth football clinics conducted by legends of the game so as to inspire these youths to chase their dreams and strive towards becoming a national player for their countries in the

near future. These clinics will be organized together with the Trophy Tour in 5 participating countries: Thailand, Singapore, Malaysia, Vietnam, and Indonesia. In addition to the clinics, outstanding youths around the region will also be selected to participate in the Player Escort Programme to enjoy the match day festivities and meet their national team heroes in person.

- Last but not least, Mitsubishi Electric will deploy multiple digital platforms to keep football fans updated via websites and social media channels.

"The outstanding collaboration between Mitsubishi Electric, the AFF, and SPORTFIVE (AFF's exclusive commercial rights agency) not only helps raise the profile of the Mitsubishi Electric brand globally, but also supports the development of ASEAN football as a whole. We know that sports hold a very special place in the hearts of the communities in Southeast Asia as it brings excitement and happiness to so many people. We at Mitsubishi Electric are delighted to play a part in bringing this joy to the fans and can't wait for all the action to begin from 20th December," summed up Mr. Kunihiro Seki.



AFF Mitsubishi Electric Cup Official Draw Ceremony

The AFF Mitsubishi Electric Cup is one of the most prestigious and popular bi-annual sporting event in Southeast Asia, featuring 11 National 'A' teams – Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Thailand, Timor-Leste, Philippines, Singapore, and Vietnam. This is the first season that Mitsubishi Electric is on

board as title sponsor of the tournament, having been an official sponsor in the 2020 edition previously. The AFF Championship has only saw 4 winning teams taking the title over the history of the tournament with Thailand winning a record 6 titles, Singapore with 4 titles, Vietnam 2, and Malaysia 1.

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